S.P.L.A.T.

Simple, Practical Library Applications of Web 2.0 Technologies

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Hello!

Our format today:
- What is it?
  - o *Super* briefly
- Who's using it?
  - o Links for you to explore later
- Why might *you* want to use it?
  - o Here's the meat!

Flickr - online photo sharing

Who's using it?
- Library of Congress
- NCSU Libraries Special Collection Resource Center
- Boston Public Library
- Chelmsford Public Library

Why use Flickr?
- Showcase services
- Create community
- Highlight special collections
- Ask for information from your community
- Provide access to photo collections

Facebook/MySpace - social networks

Who's using it?
- NASA Glenn Technical Library
- Iowa City Public Library
- University of Miami Libraries
- University of Texas Libraries

Why Use Facebook/MySpace?
- Outreach
- As a virtual branch (see AADL)
- Think of it like a flyer in a coffee shop...
- Announcements

Blog - a type of website

Who's using them?
- VCU Libraries
- McMaster University Library
- ACC IM Trial
- ACC What's New

Why have a blog?
- Easier to set up, use, and update than a regular web page
- Your community can subscribe via RSS
- Your community can leave feedback
- Transparency!

Personalized Start Pages

Examples: iGoogle, MyYahoo!, Netvibes, and Pageflakes

Who's using them?
- Pageflakes - Dublin City Public Libraries
- Phil Bradley

Why use a personalized start page?
- Pathfinders
- Provide dynamic content easily
- Create a personal web portal

Custom Search Engines - Swicki, Google CSE, Rollyo

Who's using them?
- I am!
- Phil Bradley
- Fullerton Public Library

Why use custom search engines?
- If you can't beat 'em join 'em
- If there are so many good sites that a list is overwhelming
- Can be a collaborative effort (between librarians, between community)

Widgets - deliver services

Who's using them?
- University of Texas Libraries
- North Carolina State University Libraries
- Birmingham Public Library
- University of Michigan Library

Why use widgets?
- Search the catalog from MySpace/Facebook, browser, cell phone...
- Provide library news & links

RSS - deliver content

Who's using it?
- Examples from the Library Success wiki
- Comes automatically with most blog services, delicious, flickr, most other Web 2.0 services, and many vendors!

Why would I want to use RSS?
- Use RSS on Library Pages to auto populate web pages
  - E.g. - Foreign word of the day on a language site
- Provide RSS of Library Pages to deliver updates to your constituents
  - E.g. - New books lists

Social Bookmarking - share links

Who's using it?
- Free Library of Philadelphia
- ACC Staff Development
- MIT Library

Why use social bookmarks?
- Pathfinders
- Share helpful sites among librarians
- Discover resources
- Stay organized

Browser Plug-Ins

Examples
- LibX
- Firefox search extension

Why would you use Browser Plug-Ins?
- Allow your constituents to access the library without coming to the library (website)

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404 Error Page

Who's doing it?
- Flickr group
- Cornell Law Libary
- David Lee King
- And more at The Shifted Librarian

Why change your 404 page?
- Help at point of need!
- Make it friendlier
- Make it say "Having trouble? Ask a librarian"
- Include a link to your chat service, or a Meebo widget

Thank you!

Questions

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